

Message Text

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 3132

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E.O. 11652: N/A

TAGS: BEXP, MX, SN, AS, TW, IR

SUBJ: NEW PRODUCT CLINICS, A NEW TRADE CENTER EVENT BASED
ON VTR'S

PLS PASS TO COMMERCE BIC/OIM FOR WM. LYNCH

REF: STATE 031778

1. THE EMBASSY, INCLUDING USIS AND USTC, HAS REVIEWED PROPOSED
NEW PRODUCT CLINICS EVENT AS DESCRIBED REFTEL.

2. USTC QUITE WILLING TO MANAGE AND MOUNT PROPOSED NEW PRODUCT
CLINICS PILOT PROJECT, BUT ALL INVOLVED AT POST QUESTION AMOUNT
OF ATTENDANCE THAT CAN BE GENERATED TO VIEW CATALOGS AND VTR'S
OF NO MORE THAN 36 SUPPLIERS, ESPECIALLY IF VTR'S DO NOT FEATURE
ACTUAL DEMONSTRATIONS OR PICTORIAL REPRESENTATION OF EQUIPMENT
OFFERED. INTERVIEWS WITHOUT EQUIPMENT WOULD SEEM TO OFFER
LITTLE INDUCEMENT FOR ATTENDANCE.

3. WE ALSO FEEL THAT AT LEAST IN CASE OF MEXICO, SERVICE SHOULD
BE DEVOTED TO AGENT/DISTRIBUTOR SEEKING OR TO FIRMS SEEKING
JOINT VENTURE OR LICENSING PARTNERS. IN ADDITION, THOSE SEEKING
AGENTS/DISTRIBUTORS SHOULD BE INCLUDED ONLY IF OPINIONS ARE
OBTAINED IN ADVANCE FROM SIC THAT PRODUCTS INVOLVED ARE IN
FACT IMPORTABLE INTO MEXICO. BELIEVE TECHNIQUE PROPOSED
WOULD HAVE VERY LIMITED APPEAL TO END-USERS, ESPECIALLY IN
VIEW OF NECESSARILY LIMITED NUMBER OF OFFERINGS INVOLVED.

4. ALL AGREE THAT FOR EFFECTIVE USE IN MEXICO, VTR'S

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NARRATION MUST BE IN SPANISH LANGUAGE. FOR REASONS CITED

BELOW, THIS SHOULD BE DONE IN WASHINGTON RATHER THAN IN MEXICO. SPANISH LANGUAGE VTR'S COULD BE USED FOR NEW PRODUCT CLINICS IN CONSULATES GENERAL MONTERREY AND GUADALAJARA, AS WELL AS IN OTHER SPANISH-SPEAKING COUNTRIES WHERE MARKET PROSPECTS AND EXHIBITOR INTEREST JUSTIFY. TECHNIQUE COULDBE PARTICULARLY USEFUL AT POSTS HAVEING NO TRADE CENTERS, AS MODIFICATION OF TRADITIONAL CATALOG SHOW PROGRAM, AND WHERE MORE ELABORATE EVENTS NOT FEASIBLE.

5. USIS IS PREPARED TO SUPERVISE TRANSLATION AND DUBBING INTO SPANISH OF PILOT TAPES, BUT CANNOT HANDLE PRODUCTION OF 20 TO 36 TAPES TO BE INCLUDED IN THE PROJECT. A SEPARATE REPLY USIS MEXICO TO USIA HAS BEEN SENT OUTLINING THEIR DIFFICULTIES IN PERFORMING THE REQUESTED DUBBING TASKS.

6. IF PLAN IMPLEMENTED AND LEAD-TIME PERMITS, EMBASSY WOULD APPRECIATE RECEIVING ONE 10-MINUTE SAMPLE VTR (ENGLISH LANGUAGE SATISFACTORY) TO DEMONSTRATE AT CONFERENCE OF CENTRAL AMERICAN ECON/COML OFFICERS, TENTATIVELY SCHEDULED FOR MEXICO CITY DURING PERIOD JUNE 15-86, 1976. THIS WOULD BE GOOD FORUM TO PRESENT SERVICE FOR CONSIDERATION OF FUTURE USE IN CENTRAL AMERICA.

7. FOLLOWING ARE REPLIES TO SPECIFIC QUESTIONS RAISED IN PARA 8 REFTEL:

(A) USTC RECOMMENDS ALTERNATIVE DATES OF WEEKS OF SEPT. 6 OR WEEK OF DEC. 6, 1976. EITHER OF THESE CONSIDERED WORKABLE IN VIEW FORWARD SCHEDULE OF PROPOSED MAJOR EVENTS AT TC.

(B) USIS CAN PROVIDE THREE 1/2" OPEN REEL VTR RECEIVER SETS AND THREE MONITORS.

(C) RE SPANISH TRANSLATION, PLEASE SEE PARAGRAPHS 4 AND 5.

(D) TC AND PAO WILL COOPERATE IN PROMOTION OF ATTENDANCE BY PRESS RELEASES AND MEDIA COVERAGE. TC WILL PRINT AND MAIL FLYERS. THIRTEEN WEEKS LEAD-TIME PRIOR TO EVENT
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NEEDED FOR FLYER CONTENT DETAILS.
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